



# TOWN OF VERNON

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## TOWN OF VERNON LAUNCHES COMMUNITY ENGAGEMENT STUDY

*Hartford Foundation for Public Giving Funds First Step of Comprehensive Communications Plan*

**VERNON, CT** – The Town of Vernon is implementing a town-wide initiative aimed at increasing community engagement and improving information-sharing by evaluating the existing communication channels currently used with its residents and civic groups.

The Town has hired the consulting firm of Fitzgerald and Halliday, Inc. of Hartford to spearhead this effort. Funding for their services is provided by a generous grant from the Hartford Foundation for Public Giving. The consulting firm has begun soliciting this feedback by releasing an online survey for Vernon residents. The consulting group will also be leading focus groups comprised of diverse segments of the community.

“Early discussions between town officials and community stakeholders indicated that there was a need to evaluate how well current methods are working,” said Michael Purcaro, Town Administrator. “We have hired the consultants to assist us in gathering feedback from our community that will help us identify the most efficient and timely ways to communicate relevant information and to enhance the quality of community engagement in Vernon.”

“In my experience, there is great power in effective communication, and it can make a huge difference in the culture and vitality of a community. There is genuine value in the relationship-building that occurs from undergoing this process,” said Drew Crandall, President of the Rockville Downtown Association and local business owner.

“The Vernon community is alive and active, with so much to offer, said Allison Maynard, Director of Social Services for the Town of Vernon. “We want our residents to be aware of the countless recreational and educational programs, activities, and services that are available, and to be sure that everyone has equal access to this information.”

Residents are encouraged to participate in the survey by visiting [www.surveymonkey.com/r/vernonct](http://www.surveymonkey.com/r/vernonct).

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